

HUB REVIEW FINDINGS – 12th STREET/OAKLAND CITY CENTER BART STATION

Date of Hub Review:

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Participants:

Carolyn Clevenger, MTC; Jill Smith, BART; Laura Timothy, BART; Aaron Priven, AC Transit; Sue Labouvie, Studio L'Image; Carol Levine, Wilbur Smith Associates; Harley Goldstrom, Harley & Associates.

Existing Hub Conditions:

The 12th Street/Oakland City Center BART Station is one of the original BART stations that have been in operation for over thirty years. The station is located in the central business district in downtown Oakland. While there have been numerous operations, station access and customer improvements at the station over the years, there continue to be new improvements close to the station and particularly along Broadway that present an opportunity to enhance future regional transit connectivity. The City of Oakland, transit operators and customers they serve would benefit from improved wayfinding, customer information and real-time signage.

This transit hub is served by BART and AC Transit public transit agencies.

CORRECTIVE ACTIONS

WAYFINDING:

The 12th Street/Oakland City Center BART Station is similar to the downtown San Francisco regional transit hubs because it is in a dynamic and ever changing business district and it is a complex facility with numerous entries and exits. Consequently, it is important to develop a wayfinding sign program that will connect the BART station and the numerous bus boarding platforms with the surrounding commercial, retail and government centers. The City of Oakland is also completing bikeway improvements that will improve bike access to this and the 19th Street BART Stations. A comprehensive wayfinding sign program would create a consistent, easy to read, easy to find hierarchical set of information that would allow passengers to flow from entries to transit services to exits in a convenient and accessible manner.

Wayfinding program corrective actions should include but are not limited to:

Identification of station or transit operator

- Add station name to BART logo signs at the street entries (see checklist questions #1, 5; photo #1);
- Install pathfinder signs from surrounding streets, pedestrian ways (i.e. City Center and City Hall) and regional bikeways. (see checklist questions #2, 3; photos #2, 3);
- Establish a consistent name for this hub, since the BART station and bus shelters do not match (see checklist question #4; photo #4);

HUB REVIEW FINDINGS – 12th STREET/OAKLAND CITY CENTER BART STATION

Moving around or entering or exiting the station

- Install signs at all decision points in the hub which direct passengers between BART, AC Transit buses, ticket machines, RTIC's, bicycle facilities, and delineates the accessible pathway. Locations would include:
 - Station entrances/exits (photos #2, 5);
 - RTIC and ticket machines (photo #6);
 - Between BART and bus stops on Broadway (photo #7).
- Wayfinding direction between the AC Transit bus services and BART is of particular importance at this hub. Signage should be coordinated to provide clear and understandable direction for passengers transferring between these services;
- Signage direction to key surrounding destinations, such as Oakland City Center, should be provided at station exits (see checklist question #10);
- Use a consistent set of graphics, fonts, and colors for directional signs (see checklist questions #10 - #15);
- Include operator logo on all directional signs. Operator logos on directional signs would help users find their desired bus stop (see checklist question #9);
- Use a consistent and bold arrow design at all decision points (see checklist question # 16);
- Add international icons and symbols where appropriate;
- MTC will work with a transit operator who will take the lead on the development of a comprehensive and consistent wayfinding sign program, including providing funding for program development and P S & E costs.

Identification of where to board or wait for transit

- Install bolder and consistent bus shelter identification for AC Transit (see checklist questions #17, # 18; photo #7);
- Install consistent Braille signs on all bus stop poles and/or shelters. Use mounting hardware that allows for changeable route information (see checklist question #23).

HUB REVIEW FINDINGS – 12th STREET/OAKLAND CITY CENTER BART STATION

CUSTOMER INFORMATION:

Customer information at this hub is not consistent, presentation is not well organized and sometimes it is hard to find. Customer information displays should be coordinated with the new wayfinding sign program at key locations within the facility. The new program would address, but not be limited to the following customer information elements:

Regional Transit Information (RTIC)

There are currently two RTIC's at this station. One is from the 1980's and is out of date!

- Establish three locations in the hub where RTICs could be provided. Recommended locations include:
 - Two locations in the BART station near BART faregates, one central and one on the pathway near the street elevator (photo #8);
 - Central location on Broadway near existing and future bus shelters (photo #9).
- The RTIC(s) would include
 1. The regional 511.org transit map; and
 2. Subregional or system map for local operators.
- Combine RTIC installation with local transit/customer information wherever possible (see checklist questions #29, 31 – 33);
- Use consistent graphics, message and hierarchy of information that promotes 511.org and local operator information (see checklist questions #26 and 27).

Local Transit Information

- Local transit information would include:
 1. Subregional or system map for local operators;
 2. Schedules and service hours;
 3. Fares and specific system information;
 4. Hub layout map; and
 5. Local vicinity map.
- These displays should be combined with RTICs where possible. See locations noted above.

HUB REVIEW FINDINGS – 12th STREET/OAKLAND CITY CENTER BART STATION

REAL-TIME SIGNAGE:

Existing Real-Time Signage

Existing real-time signs are located at the BART platforms and at the station agent's booth. Also AC Transit has installed next bus information in the bus shelters on Broadway. This real-time information is helpful, but too hard to read (see photo #10 [0053]).

Future Real-Time Signage Installations

- Since next bus information is readily available at this hub, it is recommended that in addition to the next bus information at the bus shelters, that future real-time transit information be provided at a central location near the new, redesigned RTIC's in the BART station

HUB REVIEW FINDINGS - 12th STREET/OAKLAND CITY CENTER BART STATION

STATION PHOTOGRAPHS



1. Central BART station entry on Broadway



2. City Center entry below Broadway. Note lack of BART station entry or identification.

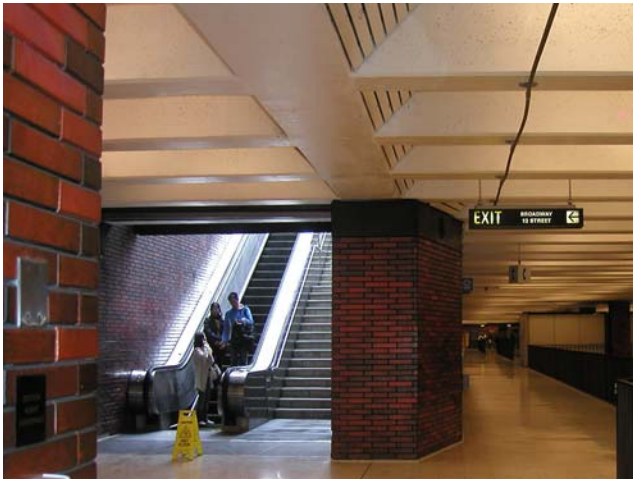


3. City Center plaza going toward BART station. Lacks adequate direction signs.



4. AC Transit bus shelter on Broadway with not consistent with other names for this regional hub.

HUB REVIEW FINDINGS - 12th STREET/OAKLAND CITY CENTER BART STATION



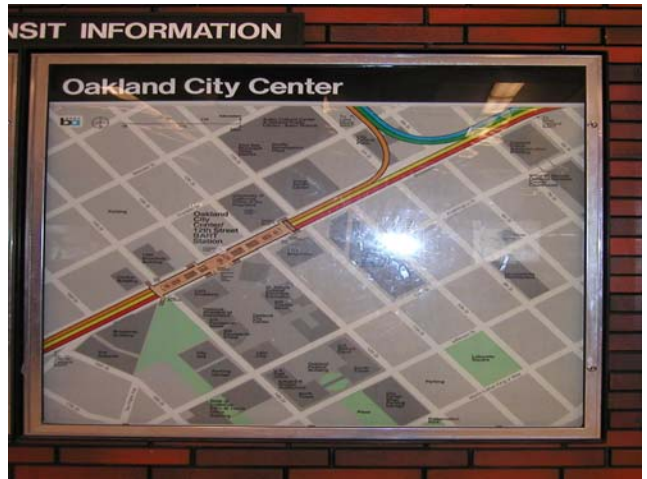
5. BART station exit to Broadway and several AC Transit bus stops.



6. BART station central location for existing RTIC. Good location also for future real-time signs.



7. Bus shelters and bus stops on Broadway. Nice facility but needs improved and consistent wayfinding and information signs.



8. Existing RTIC in a central location with local vicinity map.

HUB REVIEW FINDINGS - 12th STREET/OAKLAND CITY CENTER BART STATION



9. Existing AC Transit bus stop on Broadway. A central location near bus stops and shelter would be a good location for a future RTIC.



10. Existing next bus real-time sign for AC Transit buses in a new shelter on Broadway.



11. Existing wayfinding signs in the BART station.



12. New AC Transit bus sign (left) and standard AC Transit bus sign (right).

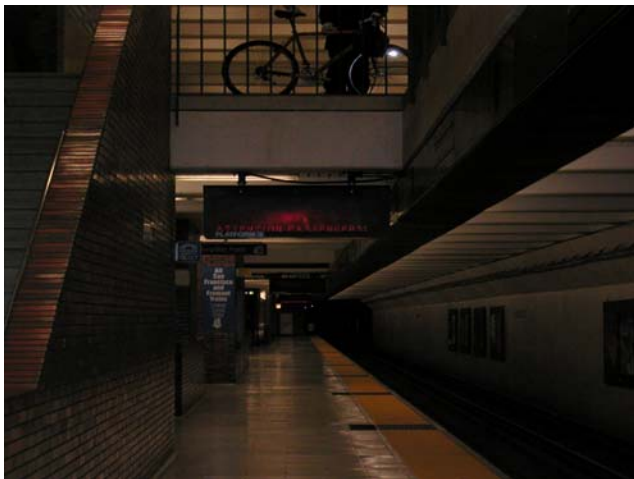
HUB REVIEW FINDINGS - 12th STREET/OAKLAND CITY CENTER BART STATION



13. Out of date RTIC information in the BART station.



14. Existing information kiosk in BART station. Could be better organized to support RTIC and BART transit information.



15. Existing BART platform real-time signs.



16. Future real-time bus and BART schedules may be more helpful at this RTIC location.

HUB REVIEW FINDINGS – 12th STREET/OAKLAND CITY CENTER BART STATION

Hub Review Checklist Summary			
			WAYFINDING
Yes	No	N/A	
			Identification of station or transit operator
5	2		<ol style="list-style-type: none"> The hub is clearly identified, visible from surrounding roadways by vehicular and pedestrian traffic. <ul style="list-style-type: none"> The hub is identified but needs station name at street level on logo signs; Signs that are there are too small; Bus shelters identify bus stops.
5	3		<ol style="list-style-type: none"> Entrances into the hub are clearly identified, visible from approaches by vehicular and pedestrian traffic. <ul style="list-style-type: none"> BART accessible signs at street entries are good, but other street signs need to be improved; There are no wayfinding signs from City Center; Need to add station name to BART signs.
4	3		<ol style="list-style-type: none"> Transit operators serving the hub are clearly identified at the entrances with their logo and name. <ul style="list-style-type: none"> BART is well identified from certain locations; There are no good signs from City Center; Bus stops have AC Transit signs, but shelters are not consistently identified.
3	4		<ol style="list-style-type: none"> Station identification reinforces information on printed maps and schedules. <ul style="list-style-type: none"> Regional hub is not consistently identified in printed material or on signs; i.e. 12th Street and City Center; Bus shelter also need consistent name, now it is confusing.
2	5		<ol style="list-style-type: none"> Station name is identified on the entrance sign along with agency logo. <ul style="list-style-type: none"> BART station name and logos are poorly lit, not maintained, old and dirty; AC Transit logo is only at bus stops, not used on signs or written material.
			Moving around or entering or exiting the station
Yes	No	N/A	
1	5		<ol style="list-style-type: none"> Agency logos are included with names on directional signs within the facility. <ul style="list-style-type: none"> BART and AC Transit information is well identified in the station; Limited use of agency logos on signs.
1	5		<ol style="list-style-type: none"> Turnstile level street exit directional signs also include connection agency names and logs. <ul style="list-style-type: none"> Many exit signs and street names are clearly posted but do not include directions to AC Transit stops. AC Transit signs are old and hard to see.

HUB REVIEW FINDINGS – 12th STREET/OAKLAND CITY CENTER BART STATION

3	3		<p>8. Vital connections information is grouped together on signs.</p> <ul style="list-style-type: none"> • Yes at the RTIC, but no in other parts of the station.
1	4		<p>9. Connection directions are provided at each decision point and there are no gaps in the connection directional information flow.</p> <ul style="list-style-type: none"> • Transit connections are not clear; • No directional signs from BART to AC Transit; • Information is separate for BART and AC Transit. • Some signs to street names, but no connection information
2	5		<p>10. Exiting directional signs list a hierarchy of the popular destinations and connecting services to reach these destinations.</p> <ul style="list-style-type: none"> • Some directional signs at BART platforms and at concourse; • Need signs to City Center and City Hall; • Some street level names are clear, but connecting information is not clear.
1	6		<p>11. Where connecting transit service is not within the station, clear directional signage (including walking distance) is provided to these services. All sign placement complies with 2004 ADAAG guidelines.</p> <ul style="list-style-type: none"> • No wayfinding connecting transit information between bus and BART.
3	1	1	<p>12. In stations with multiple track/gate or train/ferry service, confirmation of agency, destination, and real-time departure is associated with those services.</p> <ul style="list-style-type: none"> • Small accessible, raised print and Braille platform signs are there, otherwise difficult to find.
6	0		<p>13. Clear sightlines are maintained to signs and all sign placement complies with 2004 ADAAG guidelines.</p> <ul style="list-style-type: none"> • Yes inside station for BART information only; • Many illuminated signs are not maintained.
1	6		<p>14. Exiting connection information is color-coded to emphasize and make it easier to find directions and connections.</p> <ul style="list-style-type: none"> • No color coded signs.
6	0		<p>15. Signs are legible with adequate message size appropriate for viewing distance, proper contrast ratios, and illumination levels.</p> <ul style="list-style-type: none"> • Yes for the most part in the BART station.
5	1		<p>16. Arrows are of consistent design and are bold in visual balance with text and are closely associated with their messages.</p> <ul style="list-style-type: none"> • Yes for the most part in the BART station; • Lack good directional arrows on signs at street level.

HUB REVIEW FINDINGS – 12th STREET/OAKLAND CITY CENTER BART STATION

			Identification of where to board or wait for transit
Yes	No	N/A	
5	2		<p>17. Transit boarding platforms are clearly and boldly identified.</p> <ul style="list-style-type: none"> • Yes for BART, platform signs are clear; • Destination signs with real-time information are posted on the boarding platforms • Many different bus shelters and bus boarding locations.
3	3	1	<p>18. Where a particular transit route utilizes different boarding points for opposite directions of travel, directional signage is provided to the different boarding point including platform route number, name, and route terminus (a place name).</p> <ul style="list-style-type: none"> • Yes for BART; direction trains are traveling is clearly marked • Inconsistent and not easy to find for AC Transit bus stops.
4	2		<p>19. At commuter rail, ferry terminals or bus stations, the boarding area identification number is large and bold with service agency, destination, number, and “real-time” departure is provided.</p> <ul style="list-style-type: none"> • Yes, real-time information is provided in BART station, not at street level.
5	2		<p>20. Schedule frequency and last departure information are provided at transit boarding platforms and are consistent with 2004 ADAAG guidelines.</p> <ul style="list-style-type: none"> • Yes schedules are posted on all BART platforms; • Good for AC Transit at different bus shelters but not at all stops.
7	0		<p>21. Bus stop signs have agency logos large and bold.</p> <ul style="list-style-type: none"> • Some AC Transit bus stop signs show BART logo, this is good for connections. • Bus stop signs and shelters have slightly confusing information. Shelter is labeled “BART Station”, AC sign is placed far away from the bus shelter.
0	3	2	<p>22. Bus stop signs have accessibility and parking restrictions as auxiliary signs below the basic bus stop signs.</p> <ul style="list-style-type: none"> • Bus stop signs do not have parking restrictions at Broadway/11th Street stop, between 11th and 12th Streets.
7	0		<p>23. Bus route identification on bus stop signs comply with 2004 ADAAG Guidelines - minimum 2” route number character height.</p> <ul style="list-style-type: none"> • Yes AC Transit route #'s are clearly labeled.
7	0		<p>24. Bus stop sign faces are visible from each approach direction.</p>
4	2		<p>25. Bus shelters have associated bus stop signs which are consistent with the design guidelines described in this checklist.</p> <ul style="list-style-type: none"> • AC Transit has new shelters on Broadway that were installed by the City of Oakland, this is good; • New shelters need to integrate transit information in the BART station; • Shelters do have consistent stop name; • Shelters do not provide weather protection when boarding in the rain.

HUB REVIEW FINDINGS – 12th STREET/OAKLAND CITY CENTER BART STATION

			CUSTOMER INFORMATION
Yes	No	N/A	
			Regional Transit Information (RTIC)
6	0		<p>26. Transit information in Regional Transit Information Display Cases is accurate and easy to read.</p> <ul style="list-style-type: none"> • RTIC's are provided; • 11th Street entry regional transit information is out of date from 1981.
1	4		<p>27. Transit operator and route maps for the nine-county San Francisco Bay Area are posted in the Regional Transit Information Display Cases.</p> <ul style="list-style-type: none"> • BART and AC Transit service information is posted; • Their regional information is not consistent with 511.org.
			Local Transit Information
6	0		<p>28. Hub specific information is provided in a case adjacent to the Regional Transit Information Display Case and at other critical locations at the hub.</p>
6	0		<p>29. Hub layout maps are provided in the hub information display case.</p> <ul style="list-style-type: none"> • Hub maps are outdated • Need station layout maps on 1st platform to show which trains are at which platform, very confusing.
6	0		<p>30. Map of hub vicinity with landmarks and attractions is posted in the hub information case.</p> <ul style="list-style-type: none"> • Good "find your bus" information at one RTIC location and good vicinity map information.
6	0		<p>31. Posted transit information (i.e. maps, schedules) is well maintained, accurate and easy to find.</p> <ul style="list-style-type: none"> • AC Transit schedules are presented in a very small font, but are displayed neatly. • Some are posted by the station agent's booth; • Posted information is available, but could be better organized.
5	1		<p>32. Schedules, fare, transfer information and hub layout maps are located near bus stops and loading platforms.</p> <ul style="list-style-type: none"> • Yes, for most information, but not the station layout map. • AC Transit bus stops have individual route schedules.
6	0		<p>33. Printed schedules and maps distributed at the hub contain accurate information and are consistent with the information provided in the Regional Transit Information Display Cases.</p> <ul style="list-style-type: none"> • Printed information is not near RTIC cases.

HUB REVIEW FINDINGS – 12th STREET/OAKLAND CITY CENTER BART STATION

			REAL-TIME SIGNAGE
Yes	No	N/A	
			Existing Real-Time Signage
5	0		34. Real-time signage is provided at the hub.
			35. Location of signs (indicate on station diagram). <ul style="list-style-type: none"> • BART platform and station agent's booth; • AC Transit Rapid bus shelter on Broadway.
			36. Description and photo of signage types.
			37. Identification of transit services included on real-time signage (Include operator and mode). <ul style="list-style-type: none"> • Next train, time, system safety and transit information for BART; • Next bus information for AC Transit.
			Future Real-Time Signage Installations
			38. Describe location(s) for future real-time signage locations (indicate on station diagram). Refer to Appendix A Real-Time Technology Guidelines page A-24 <ul style="list-style-type: none"> • Need next bus information for all AC Transit bus services. This should be provided at the bus shelters and inside the BART station near redesigned RTIC. Existing signs are too small and too hard to read.
			39. Describe transit services that would be included in real-time signage displays. Refer to Appendix A pages A-24-26. <ul style="list-style-type: none"> • Next bus, time, destination, and service change information.